

so better take the keys and drive forever, its.....

free.



cheap.

# CULTURE CRINGE

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~ SPECIAL EDITION ~



A PERSONAL JOURNAL ABOUT BEING ON  
THE Aimee Mann STREET TEAM IN

2002

FOR THE ALBUM

## LOST IN SPACE

WELCOME TO ANOTHER SPECIAL-SPECIAL EDITION ZINE FROM CULTURE CRINGE, I HOPE YOU LIKE IT AS MUCH AS I LIKED MAKING IT!!

Preface: huge shout out to the artist responsible for the visuals of **LOST IN SPACE**, and I hope it's cool that I used your work in my zine :)

## INTRODUCTION.

in 2002 i became a member of the **Superego Street Team**. I had been on other street teams before, I loved doing it. There was something about the feeling of helping out an artist that you love on a grass roots level, it was the best. I had been on a street team for **Juliana Hatfield** previously, as well as the Dallas band **Tripping Daisy**. I KNOW there were others, but I just can't remember exactly WHO right now. Doesn't matter. Onward.

## BACKSTORY.

I became a huge fan of Aimee Mann in the late 90s / early 2000s during the **Bachelor No. 2** and **Magnolia** era. I remember when **Magnolia** came out I was obsessed with the soundtrack as well as the movie. It became a comfort movie for me. Strange, I know. I bought the DVD and stupid me bought the widescreen version, which didn't look so great on my big bulky 4:3 CRT TV. I was a full frame guy, through and through. A lot of my movie loving friends were like, "nah man you gotta get the widescreen so you can see the whole picture" but it just wasn't my thing. I'd rather sacrifice a little of the image to have it take up the whole screen.

What was I talking about again??!!

OHYEAH so when I heard that Aimee was going to put out a new album in 2002 I got super excited. I went to the official website and I must have signed up for the street team there. I wanted to do anything and everything to help get the word out. During that time, I worked as a maintenance painter at **MTSU** which was right next to my apartment. I would put my sony disc-man in my backpack and run the headphone cable out of it and listen to music all day while painting. I WORE my Aimee Mann CDs out. I had to be super careful because if I turned too fast or stepped too hard, the cd would skip a little. And to think, it advertised ON THE PLAYER ITSELF that it had anti-skip technology! **LIERS**. Anyways Anyways, I wore these great big over the ear headphones so I couldn't hear much of anything while working. One time, I was deep in thought and probably listening to the **Magnolia** soundtrack when a couple of wise guys decided it would be funny to spray me with an old fire extinguisher that they had found in an old closet. They got me good. I was covered in whatever that material is, except it was one from like 1985. The culprits were a group of kids who were in a summer program where I taught them how to paint and ya know, be responsible. How would I teach them their lesson.... No more headphones for me, I brought my boom box and made them listen to **MY** music with me. No compromises. They got a crash course in the music I loved that summer, including a ton of Aimee Mann. By the end of their tenure there, one kid begrudgingly mentioned to me that he "kinda dug that **Red Vines** song."

I'd like to think he turned out well.



# THE ASSIGNMENT.

After I signed up for the Superego street team, I wasn't sure what promo materials I would get, but I was ready to do anything I could! The first box I got had a ton of Lost In Space promo posters and (i think) postcards. Now let me say that the aesthetic of the art design wowed me beyond belief. I hadn't heard the music yet (maybe some online samples?) but I was STOKED. One day I came home from work on my bike and saw another box on the doorstep. It was much bigger.....what could it be? CD SAMPLERS?? WOW! Tons of them. I had never had a street team go this hard with awesome promo. Well I immediately loaded up my backpack (no longer used for music listening purposes) with posters, cards, and samplers and went back on campus. This was back when you could freely put up flyers and posters to your hearts content, didn't need permission or anything. Every bulletin board got one that evening. The student center had a promo table where people put flyers, zines, business cards, whatev, so it received a stack of CDs. Next stop - the local coffee shop The Red Rose. If you went to the Red Rose that summer / fall, you got a CD sampler. I kept them in stock there vigilantly. Every music store in town was next on the list, including the long-lost Hastings. They hung posters up EVERYWHERE in the music section. One thing about Hastings: they would do a midnight release for nearly any album if you asked them to. So me and my friend Nick got them to do a few midnight releases here and there just so we could get an album we wanted a little early. When the street date arrived for Lost In Space, I got them to do a midnight release. I brought a bunch of leftover posters to give out and lo-and-behold, like five people showed up to get it with me. Urrrrbody got a poster.



AN EXAMPLE OF A POSTER

DISPLAY AT BORDERS!

(NOT MY WORK)

# THE CAR.

One funny thing about taking the promo stuff around the region: my car at the time was a 1989 **Toyota Corolla** that had this wonky air conditioner that **KINDA** worked...that is, it would usually **NOT** work at all when you first started the car.. You had to get up some speed, then preferably hit a pothole or bump – then you'd hear this **THUMP** under the hood and it would start working. It was a roulette, you never knew how long you had before it would kick off. Once it started working, the windows would get rolled up quickly to take advantage. If I was on the interstate or smooth moving traffic, it would usually stay on until I came to a stop....then **THUMP** it would go off again. Sometimes if I put it in neutral and revved the engine, then popped the clutch upon starting it would kick it back on. It was sorta fun actually, kind of like a game. **ANYWAYS** I drove that car all over the region delivering the promo stuff to any and every record store I could find. It was incredibly fun and rewarding, as I got to meet a lot of the owners / workers at the stores. Made a few friends, stuff like that. I was a also in a band at the time and frequented a lot of the smaller clubs around Nashville so anytime we played a show I would make sure the club got some stuff. Now back to my Toyota Corolla. I couldn't find an old picture of it, but I did find a similar one online so for your consideration, I present to you a pic of my **Lost In Space** promo-mobile.

## PREPARE YOURSELF.



## BEHOLD!!!



Welcome to the Superego Records  
Street Team web page!

A note from Aimee!

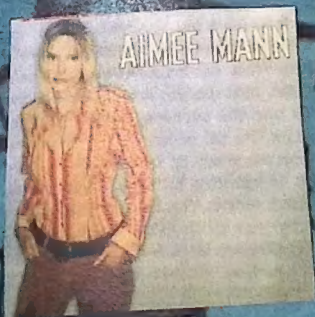
Dear Beloved Street Team,

"Lost In Space" is finally finished, and I've heard rumors that you guys are already gearing up for the big campaign. You did an amazing job on the last one--I'm constantly impressed at how hard you guys work. So I'm thanking you in advance for your effort and support on my behalf...we truly couldn't do without you. You've been a Godsend. I'll see you out there soon, and I hope you all like the new record!

Love, Aimee (July 2002)

SCREENSHOT FROM 2002 OF THE SUPEREGO  
RECORDS STREET TEAM PAGE!!!!

THE CD SAMPLER!



FRONT

I think it's awesome that the sampler had two other big-league songs on it besides the lead off track from the new album! Super super cool....

BACK



# THE MISSED OPPORTUNITY AND THE KITCHEN WAR.

One of the perks of being on the street team was a guest list spot to see the tour when it came to town. Unfortunately, Nashville wasn't very hip at all back then and most acts skipped the city altogether, which made sense because of the lack of versatile venues. We had small clubs and an arena, basically. However the following year she was at one of those riverfront festivals - I can't remember what it was called....Riverstages maybe? I got an email saying I was on the list — HOW COOL! One problem. I had just started a job at a cafe and as one of the new guys, I had to work on Saturdays. That's when the show was. UGH. Maybe I can get off. Nope. Turns out they had booked a huge wedding party that day and it was all-hands on deck. Well, I may have missed the show but I did prove my worth in the kitchen that day by belting out pan after pan of squash casserole. **FUN FACT** about the kitchen job. We had this deal where we took turns controlling the stereo in the kitchen, so each person had their day where they could play what they wanted. *Lost In Space* got a lot of playtime. My co-workers were cool, they included Joey from the Americana band Glossary. He was like an encyclopedia of music. I remember he wore out the Lucinda Williams album *Car Wheels on a Gravel Road*. I grew to like it quite a bit. We also had a tradition of at closing, we always played this live album by **ALABAMA**. We knew every word to every song....but not only that, we knew every yell, every "oh yeah", every scream that Randy Owen did. And we did it every time. That CD created a war between the kitchen staff and the servers, who would get SOOOO mad every time we put it on. One time the CD came up missing and it made the owner call a staff meeting because we were so upset and couldn't find another copy anywhere in town (before streaming, folks).....it got pretty heated and people threatened the quit on both sides. The CD was found in the stock room soon after, but that was only after one of us made a trip to Nashville to find a new copy. It was a pretty intense time but I do really still like to listen to that Alabama live album. It's called "Alabama Live."



Flyer from one of the *LOST IN SPACE* tour shows. I didn't get to go to this one either!





# IN CONCLUSION.

It would be hard to find another album that defined life for me in my early 20s than *Lost In Space*. I'm sure, like a lot of people, it became a soundtrack to the season in the fall of 2002. I sure as hell wore it out. Listening now, it reminds me of that year after I graduated college and didn't want to commit to anything at any time. I could seriously live on like \$80 a week. Just kinda pin balling through life and ~~leaking~~ looking forward to the next party or rock show. I know it's cliché but I DO miss the old world, the slower internet and the VHS rental stores of course. I enjoyed not knowing what every single person was thinking at every moment. Actually, I find solace now in only watching movies where technology hasn't progressed any further than flip-phones. Something about that seems comforting to me.

## LYRICS AND MUSIC.

I have this weird thing where when I listen to most music, I rarely even listen to what the words are saying. I thought that was how everyone listened to music up until a few years ago. I have never understood how people sing along every word at shows or in their car. So yeah, i finally realized that it's weird that I don't really pay attention to what the words are saying most of the time....BUT I feel like I can definitely get the message and the mood. Like, I know when it's a happy song or a sad song, even when the music itself is the opposite of that. I mean, I don't know the words to *Just Like Heaven* by The Cure, even though I've heard it 5000 times. But I know exactly what he's saying or getting at.

I will admit that one important exception to all of this is the *ALABAMA LIVE* album that I mentioned earlier. I think I learned most of the lyrics because of the setting in the kitchen and hearing the other guys sing along. Or maybe I put forward some extra effort in order to piss off the servers.

I bring all of this up because every once in a while, certain albums or songs DEMAND that I listen to the lyrics. I don't have a choice. There are very few albums that have done this to me, and honestly some of my fave albums of all time don't even fall into this category. *Lost In Space* IS one of those albums where the lyrics made their way into my brain. Actually all of Aimee's music has that effect on me. It could be something as simple as how her vocals are super present in the mix, or it could just be her voice....I dunno, but i like it! I like it when the lyrics demand to be listened to, even by guys like me. I should clarify.....that even though I listen to Aimee's lyrics and really appreciate them, I still can't really sing along. Certain parts, sure. But I still get little things wrong here and there.

epilogue.

Being on the street team for such an amazing album was the coolest experience. There's nothing like promoting something that you're such a fan of. I guess these days street teams no longer exist - artists probably rely on "shares" and stuff on their socials. I hope you dug my little "special edition" of my zine devoted to Lost In Space, but as you can see I tend to ramble so I hope I was successful in what I set out to do. If you want you can check out my website (I'm a TERRIBLE web designer be forewarned) at:

**WWW.CULTURECRINGE.ORG**

I've been putting out zines for a while and I'm gonna try and put out 12 this year - it's a personal goal, ya know? You can see them all by going to the website. My zines are all made with paper, glue, and scissors cos I still don't really know how to design stuff on a computer. YEAH...I need to work on that. But I do like scissors and glue sticks.

**BUT I'M THE STUFF  
OF HAPPY ENDINGS  
THOUGH MOSTLY BLUFF  
BELIEF SUSPENDING  
BUT CLOSE ENOUGH  
FOR JUST PRETENDING TO CARE**

my fave lyrics.  
FROM MEMORY



**END**